

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended October 31, 2011
(Values in 000's)

	<u>Slot AGR</u>		<u>Table AGR</u>		<u>Total AGR</u>		<u>Admissions</u>		<u>Patrons</u>		<u>Win Per Patron</u>		<u>Slot Hold %</u>		<u>Table Win %</u>	
	<u>\$\$</u>	<u>Year/Year % Chng</u>	<u>\$\$</u>	<u>Year/Year % Chng</u>	<u>\$\$</u>	<u>Year/Year % Chng</u>	<u>#</u>	<u>Year/Year % Chng</u>	<u>#</u>	<u>Year/Year % Chng</u>	<u>\$\$</u>	<u>Year/Year % Chng</u>	<u>%</u>	<u>Year/Year % Chng</u>	<u>%</u>	<u>Year/Year % Chng</u>
<u>Kansas City Market</u>																
Argosy	\$ 14,425	-0.5%	\$ 1,362	-18.8%	\$ 15,787	-2.4%	425.6	-6.9%	201.0	-7.3%	\$ 78.54	5.3%	9.6%	4.9%	18.8%	-12.9%
Harrah's NKC	\$ 13,420	-7.0%	\$ 2,130	-7.7%	\$ 15,550	-7.1%	405.1	-7.4%	215.1	-4.1%	\$ 72.29	-3.1%	9.5%	2.5%	19.2%	-13.7%
Isle of Capri - KC	\$ 6,473	-1.0%	\$ 480	11.6%	\$ 6,952	-0.2%	268.8	-3.9%	133.6	-2.0%	\$ 52.04	1.9%	9.7%	2.5%	18.9%	27.8%
Ameristar KC	\$ 17,375	-2.4%	\$ 2,317	10.4%	\$ 19,691	-1.0%	571.5	-11.8%	270.1	-6.7%	\$ 72.90	6.1%	9.5%	2.8%	20.0%	11.2%
Total	\$ 51,693	-2.9%	\$ 6,287	-3.4%	\$ 57,980	-3.0%	1,671.0	-8.3%	819.8	-5.4%	\$ 70.72	2.6%	9.6%	3.3%	19.4%	-2.7%
<u>St. Louis Market</u>																
Harrah's MH	\$ 18,743	-5.7%	\$ 2,902	6.8%	\$ 21,645	-4.2%	544.1	-7.3%	269.6	-3.9%	\$ 80.28	-0.3%	9.1%	1.4%	22.5%	3.8%
River City	\$ 14,522	13.6%	\$ 154	-90.4%	\$ 14,676	2.0%	517.4	-1.0%	255.9	-4.3%	\$ 57.35	6.6%	8.7%	-0.9%	1.9%	-90.6%
Lumiere Place	\$ 10,984	-4.0%	\$ 2,987	-9.4%	\$ 13,971	-5.2%	514.3	-6.6%	266.2	-5.8%	\$ 52.48	0.6%	8.7%	-5.1%	21.9%	-24.5%
Ameristar SC	\$ 19,930	-5.3%	\$ 2,230	-8.1%	\$ 22,160	-5.6%	591.1	-9.1%	291.0	-9.3%	\$ 76.15	4.1%	9.4%	4.2%	22.1%	14.8%
Total	\$ 64,179	-1.5%	\$ 8,273	-17.7%	\$ 72,452	-3.6%	2,166.9	-6.2%	1,082.7	-6.0%	\$ 66.92	2.5%	9.0%	0.5%	18.5%	-18.2%
<u>Out State Markets</u>																
Lady Luck	\$ 2,487	-3.8%	\$ 311	-1.2%	\$ 2,798	-3.5%	75.7	-8.7%	32.9	-11.2%	\$ 85.05	8.8%	11.0%	6.8%	29.1%	1.6%
St. Jo	\$ 3,360	8.0%	\$ 252	-0.5%	\$ 3,612	7.4%	114.8	1.2%	56.9	1.8%	\$ 63.47	5.5%	8.8%	0.6%	23.5%	-2.7%
Mark Twain	\$ 2,896	-3.7%	\$ 181	-19.0%	\$ 3,077	-4.8%	91.9	-10.4%	44.4	-9.6%	\$ 69.30	5.4%	9.1%	5.8%	21.3%	-15.0%
Isle - Boonville	\$ 6,326	-7.9%	\$ 321	-30.8%	\$ 6,647	-9.3%	175.6	-10.9%	89.7	-15.1%	\$ 74.10	6.8%	8.4%	-1.1%	15.1%	-30.2%
Total Statewide	\$ 130,940	-2.3%	\$ 15,625	-12.3%	\$ 146,565	-3.4%	4,295.9	-7.2%	2,126.4	-6.2%	\$ 68.93	2.9%	9.2%	1.7%	19.0%	-12.2%

* Lady Luck casino closed from May 1, 2011 through May 12, 2011 due to flooding.

** Mark Twain boat closure 6/27/11 due to power outage.

*** St. Jo Frontier boat closure 6/28/11 through 9/28/11 due to flooding.

Note: Values are subject to change.